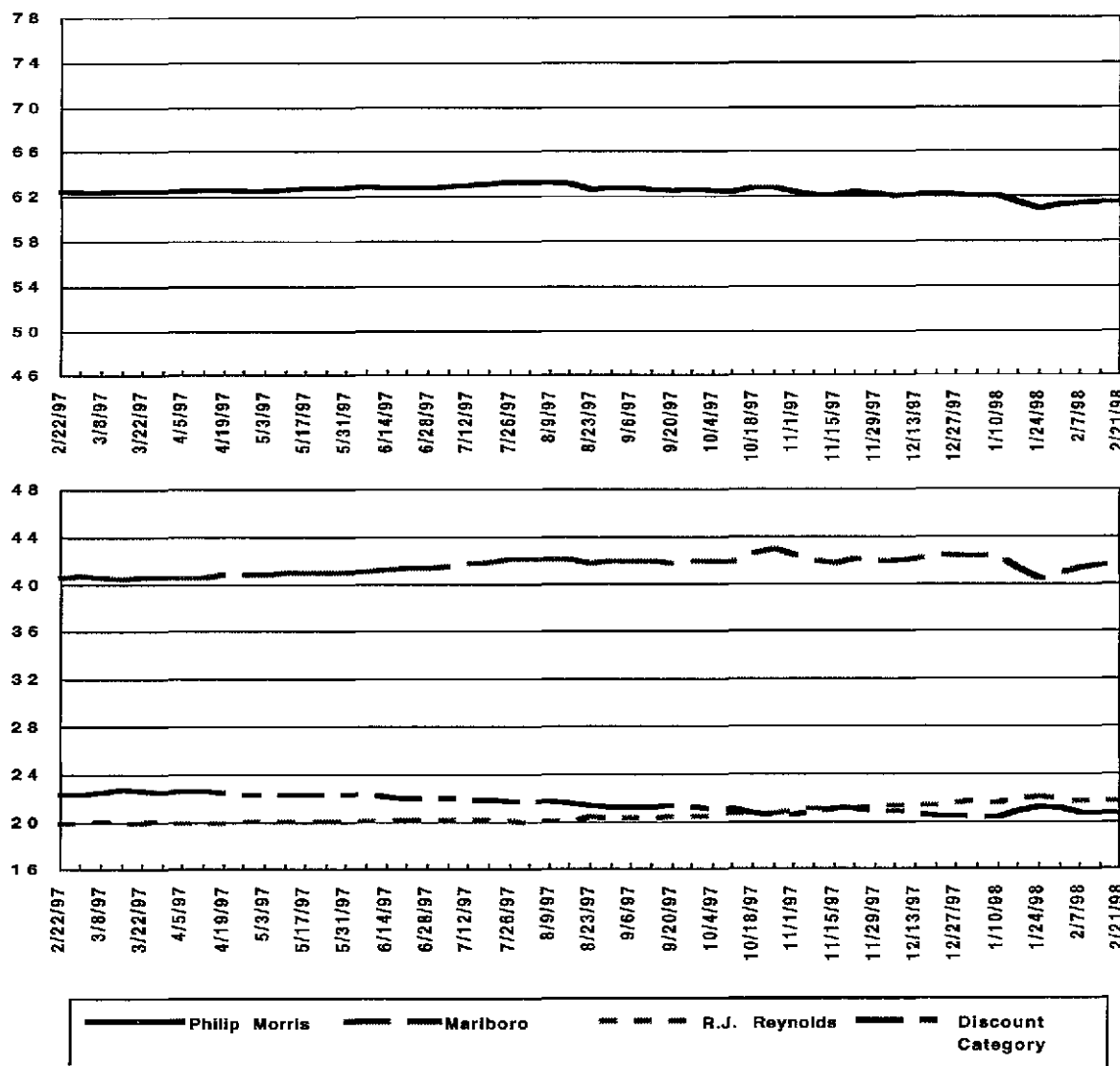


# SOUTHLAND NORTHWEST THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	61.99	61.56	62.52	61.23	-1.29
Marlboro	41.82	41.59	41.59	40.67	-0.92
OPB	7.35	7.35	7.55	7.49	-0.06
Basic	5.57	5.41	5.86	5.70	-0.17
R. J. Reynolds	21.35	21.69	20.57	21.59	1.02
Camel	12.58	12.79	12.34	12.68	0.35
Winston	4.30	4.39	3.68	4.34	0.66
Doral	1.27	1.33	1.17	1.39	0.21
B&W	11.37	11.34	11.70	11.61	-0.09
GPC	5.88	5.87	5.98	6.07	0.09
Lorillard	4.71	4.81	4.67	4.93	0.26
Newport	3.45	3.56	3.36	3.64	0.29
Liggett Group	0.11	0.11	0.11	0.11	0.00
Premium	79.12	79.27	78.51	78.51	0.01
Private Label	6.60	6.57	6.76	6.75	-0.01
Avg Ind CPW	152.87	149.77	151.62	143.86	-7.76
Avg PM CPW	94.76	92.20	94.78	88.08	-6.70
Avg Marl CPW	63.93	62.29	63.06	58.50	-4.56
# of Stores	489	489	489	489	0

Source: STARS Store Level Data

Southland Chain Package

2071850186